



Internal Promotion Ideas

You can help spread the message of the 10•10•10 Challenge in a variety of ways. We would like to encourage you to work with your employees internally through several possible avenues:

- ★ Print and distribute 10•10•10 Challenge information packets for your employees to get them involved in making greener, more sustainable choices.
- ★ Plan a cookout or an event to celebrate your company's involvement in the campaign.
- ★ Set a goal for your company. Once your company has reached that goal, offer incentives to employees, such as an ice cream party, a casual clothing day, company picnic or other fun prize.
- ★ Purchase tee-shirts, static clings, buttons or other promotional materials to distribute to employees.
- ★ Hang posters about the campaign in prominent areas, such as the break room or bulletin board.
- ★ Organize a volunteer event to help meet the goals of the campaign, such as cleaning up a creek in your area or organizing a recycling day for employees to swap used goods with one another.
- ★ Encourage departments to compete for the top number of pledges and give an award to the department that raises the most. We can help you track this through an on-site sign-up sheet, as well as naming teams online.
- ★ Reach out to your clients by including a postcard or document describing the campaign in their monthly statements or newsletters.
- ★ Send an e-mail blast with a link to the campaign Web site to all of your employees and clients.
- ★ Create a link to our Web site from yours. If you have a Facebook or Twitter account, you can post links to our social media, as well as the Web site.
- ★ Set up time for a training session for DCA representatives to speak to your employees about sustainability, why taking the challenge is important and how they can help.
- ★ Have a "green day" at work where all employees are encouraged to wear green in their support of the 10•10•10 Challenge.
- ★ Host a photo contest for employees to take a photo of the reason they want to protect Kentucky by taking the challenge. Offer a reward to the winner, such as a closer parking space.